

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000
Bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE ONLINE™ 9.0

SAGE announces the latest version of SAGE Online, the industry's most popular research and business management service.

Addison, TX (December 28, 2011) – SAGE announces SAGE Online™ 9.0, the latest version of the industry's most popular research and business management service. Version 9.0 includes over 100 new features and updates, including these powerful new additions:

- Custom suppliers supported in order management
- Product ratings
- Supplier award information
- Search by imprint area
- Search by and view shipping point information
- Shipping cost estimator
- Fresh ideas and timely ideas
- Search by PPAI Code of Conduct
- Client reminder alerts
- Tradeshow pictures, video and audio notes (uploaded from SAGE Mobile)
- Over 40 new order management features

David Natinsky, SAGE's President, commented, "People often ask us what we could possibly add to SAGE Online. Even though it has been nearly 20 years since SAGE Online was first introduced, we're constantly evaluating customer needs and taking advantage of the latest technology to make SAGE Online even better. SAGE



Online 9.0 is packed with new features that we know our customers are going to really appreciate and be able to utilize.”

One of the new features in SAGE Online 9.0 is product ratings, allowing distributors to easily rate specific products on a familiar 5-star scale. Ratings can be changed at any time. Distributors can search and sort by the average product rating to benefit from other distributors’ experience. This new area compliments SAGE Online’s existing supplier rating area.

SAGE Online 9.0 also includes many new order management features, including the ability to add custom suppliers and a number of new QuickBooks integration features. Natinsky said, “We introduced full order management last year and it’s been hugely popular. Distributors using SAGE Online for order management are seeing the benefits of having a unified product research and order management service. With SAGE Online, everything you need to run your business is in one system, increasing efficiency and minimizing mistakes and re-keying of information.”

This new version of SAGE Online will be demonstrated at the SAGE booths at the PPAI Expo and at the SAGE Conference in Las Vegas. SAGE will be rolling out 9.0 later in January to all SAGE Online customers. Customers will receive an “update available” message as soon as the new version is available to them. There is no additional charge for the upgrade.

SAGE Online 9.0 is the fourth new product introduction for SAGE in the past month.

About SAGE Online

SAGE Online is the industry’s #1-rated product research service. In 2011 alone, the number of industry distributors using SAGE Online grew 62% over 2010. Serving thousands of promotional products distributors and producing over 10 million searches per year, SAGE Online provides complete product and supplier research, impressive presentation capabilities, electronic supplier catalogs, supplier specials, tradeshow information, SAGEim™ instant messaging, order tracking, and much more. SAGE



Online starts at just \$49 per month with reasonably priced additional user licenses available for larger organizations.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. SAGE Online™, SAGE's flagship research and business management service, is the most popular product research service in the industry. In addition to SAGE Online, the company also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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